Pension Series — Content Calendar

Your whole collection mapped into a ready-to-film series. One doc = one (or more) episodes.

Suggested cadence: 2–3 posts a week, in this order — it builds from 'this affects you' → 'here's the system' → 'here's what to do.' Each episode has a hook, a source doc to pull facts from, and a headline stat for the on-screen card.

#	Episode hook	Pull facts from	Headline stat
1	**You own oil and never chose to**	Green Pension Guide / Overview	90% sit in the default; £667bn
2	**The myth costing you money**	Workplace script / Myths Busted	Fund switch is free, keeps contributions
3	**Not ONE big provider is fossil-free**	Top-20 Providers Playbook	20/20 hold oil; even Nest holds Shell & BP
4	**Is your 'green' fund greenwashing?**	Scrutiny Report / Compare-the-Market	Most 'ESG' funds are tilts, not exclusions
5	**Does going green cost you money?**	Does Green Cost You Returns	2,000+ studies: non-negative
6	**The dividend addiction**	The Dividend Addiction	Shell+BP = £1 in every £8 of FTSE dividends
7	**Who really owns fossil fuels**	Who Really Owns Fossil Fuels	Direct ownership tiny; it's pensions + dividends
8	**How shareholders forced BP & Shell to U-turn**	The Machine That Keeps Britain in Oil	Elliott's 5% stake; BP cut renewables 70%
9	**It's not 'boomers' — it's a wealthy minority**	Where the Leverage Really Is	Top 10% hold 64% of pension wealth
10	**Best & worst pension providers, named**	Best & Worst Defaults Named	Average 4.5/10; Nest best (5.8), RL worst (3.3)
11	**Self-employed? Your green pension**	Self-Employed Playbook	Only ~20% of self-employed have a pension
12	**The email that moves your employer**	Where Your Pension Money Sits	Scottish Widows shifted £2bn after pressure
13	**The lobby guarding fossil fuels**	Lobbying & the Revolving Door	~1,600+ fossil lobbyists at COP30
14	**Young? This is your longest lever**	Pensions for Under-30s	Invested 40+ years — green compounds longest

Anchor posts: pin the Pocket Cheat-Sheet and the One-Page Overview, and offer the full pack ('comment and I'll send it') on the high-performing episodes. Recycle the 'green isn't always ethical' and 'myths' pieces as quick filler shorts between the bigger stories.

General information, not financial advice. Stats trace to the underlying reports in this folder; campaign-sourced figures (e.g. MMMM scores, £88bn) are flagged in those documents — attribute them on screen.